

THE MOST COMPREHENSIVE YOUTH SERVICES SUMMIT OF THE YEAR

- Youth Workforce Development
- Performance Measurement and Reporting
- Grants and Funding for Youth Programs
- Positive Youth Development and Leadership

2006

youth

SERVICES

PLANNING, MARKETING, MANAGING  
AND EVALUATING YOUTH SERVICES  
TO ACHIEVE RESULTS

SUMMIT

Presented By:



In Association With:



WorkforceUSA.net

July 17-19, 2006 | Washington, DC

[www.YouthServicesSummit.org](http://www.YouthServicesSummit.org)

## Who Should Attend?

- Youth Service Providers
  - Workforce Investment Boards
  - Youth Councils
  - State Human Service Administrators
  - One-stop Center Operators
  - Workforce Development Stakeholders
  - State Independent Living Coordinators
  - Community Leaders & Policymakers
  - Local Youth Service Agency Staff
  - Community and Faith-Based Organizations
  - State and Local Department of Children & Family Services/DHHS
  - Youth Service Practitioners
- ... and all those with a stake in positive youth development!



## Dear Youth Services Professional,

Young people are our most valuable resource, and they hold the key to the future of our communities, our nation and our world. Today's youth need guidance, support and opportunities more than ever, and with this support they will flourish and develop the assurance they need to succeed and become self-sufficient. However, the challenge lies not only with the creation of the programs, but also in compiling sufficient data to analyze and evaluate the programs. Learning how to measure outcomes and results is essential to the success of your agency or organization.

To improve positive development outcomes for youth, you are invited to the *2006 Youth Services Summit*, in Washington, DC, July 17-19, 2006.

## CREATE YOUTH DEVELOPMENT PROGRAMS THAT ACHIEVE POSITIVE OUTCOMES

Programs that address problems such as teen pregnancy, substance abuse and youth crime are often not evaluated as often as they should be. Utilize performance measures to evaluate the progress of your programs, and understand how you can meet youth performance outcomes using frameworks for evaluation. Learn to focus on the outcomes of your youth service programs. Are you seeing results?

## PROVIDE OPPORTUNITIES FOR YOUTH LEADERSHIP AND EMPLOYMENT

Providing opportunities for youth to become independent in your community is an investment in both the future of your community and in the youth themselves. Ensure that all youth acquire the skills necessary to make the transition to adulthood by examining best practices and model programs that provide youth with leadership experience, tools for employment and education.

## PROMOTE POSITIVE YOUTH LEADERSHIP AND EFFECTIVE TRANSITIONS TO THE WORKFORCE

## ENHANCE PERFORMANCE IN YOUTH WORKFORCE INITIATIVES AND SERVICES

Participate in discussions with youth workforce leaders to learn about ways to enhance your youth workforce services. Hear about the latest Workforce Investment Act (WIA) reporting requirements, and return home with lessons learned and new strategies to enhance your youth workforce programs.

## TARGET THE HARDEST-TO-REACH YOUTH

Hard-to-reach youth are often missed or overlooked. These could be youth with disabilities, youth who do not speak English or youth who are out-of-school. Learn strategies for targeting these youth and providing them with the tools they need to succeed.

The *2006 Youth Services Summit* is your opportunity to learn about leading strategies, innovative practices and lessons learned in youth development program performance, outcome measurement and improved youth workforce service delivery. I look forward to seeing you in July!

Sincerely,

A handwritten signature in black ink that reads "Erin Teague". The signature is written in a cursive, flowing style.

Erin Teague  
Director  
Center for Social and Health Policy

# AGENDA-AT-A-GLANCE

## Key Reasons to Attend

- 1 Ensure the successful transition from youth to adulthood
- 2 Identify ways to encourage positive youth development
- 3 Implement measures to evaluate the effectiveness of your youth service programs
- 4 Work with program partners to ensure matching measures and goals for community-based programs
- 5 Learn to collaborate in your community to ensure the integration of youth in the community
- 6 Develop effective after-school and extra curricular activities to engage youth during critical hours



### DAY ONE: JULY 17, 2006

8:00	Registration and Continental Breakfast	
8:30	Keynote: 2006: The State of Today's Youth	
9:30	Hear From the Experts: Youth Panel	
10:45	Break	
11:00	Bridging the Gap: Connecting Youth Workforce Development to Youth Services	
12:00	Luncheon Address: Using Performance Measures to Meet Youth Performance Outcomes	
	<b>-Track A- IMPROVING YOUTH WORKFORCE</b>	<b>-Track B- PROMOTING POSITIVE YOUTH DEVELOPMENT AND LEADERSHIP</b>
1:00	Building a Stronger Youth Workforce	Youth and Community Development
2:00	Youth with Disabilities in the Workforce	Integrating English Language Learners Into Your Community
3:15	Break & Refreshments	
3:30	Enhancing Alternative Education and Youth Training	Serving Youth Emancipating from Foster Care
4:30	Adjourn	

### DAY TWO: JULY 18, 2006

8:00	Continental Breakfast	
8:30	Keynote: Creating Lasting Partnerships to Promote Positive Youth Development	
9:30	Marketing: How to Effectively Reach Today's Youth	
10:30	Break	
10:45	Creating Successful Mentoring Programs	Improving Program Data Collection and Youth Program Evaluation
12:00	Networking Luncheon	
1:00	Workforce and Youth with Mental Health and Behavioral Issues	Recruiting and Retaining Out-of-School Youth
2:00	Case Study: Making the Youth Work Experience Meaningful	Case Study: California Friday Night Live
3:15	Break & Refreshments	
3:30	Putting it all Together: Open Discussion on Best Practices and Lessons Learned	
4:30	Adjourn	

### DAY THREE: JULY 19, 2006

8:30	Registration and Continental Breakfast	
9:00	<b>-Workshop A- MEASURING YOUTH SERVICE OUTCOMES USING THE LOGIC MODEL APPROACH</b>	<b>-Workshop B- GRANTS MANAGEMENT: EFFECTIVE GRANT APPLICATION AND EVALUATION STRATEGIES</b>
12:00	Networking Luncheon	
1:00	<b>-Workshop C- MARKETING AND OUTREACH TO YOUTH</b>	

# AGENDA DAY ONE: JULY 17, 2006

8:00 am

## Registration and Continental Breakfast

8:30 am

## Keynote Presentation: 2006: The State of Today's Youth

Young people today face more challenges than ever before. Our world is changing faster than most of us can keep up, and youth today need to be ready to enter the globalized world that we live in. Hear statistics about today's youth, what they are up against in the "adult" world and ways that federal, state and local governments, along with community-based organizations, can implement and effect change.

*Maureen Sedonaen, Founder, President and CEO, Youth Leadership Institute*

9:30 am

## Hear From the Experts: Youth Panel

Learn from the people we strive to effect: youth. Youth who have successfully been through youth development and leadership programs will join us to talk about their stories, what worked, what didn't and how they succeeded. Use this information to help apply the tools you will learn in the following sessions to your organization or agency.

*Moderator: Dr. Jim Kooler, Administrator, California Friday Night Live with young people from the Youth Leadership Institute and California Friday Night Live*

10:45 am

## Break

11:00 am

## Bridging the Gap: Connecting Youth Workforce Development to Youth Services

Identify the challenges facing youth today and the importance of connecting youth workforce development to youth services programs in your community. Learn how youth workforce and youth services can work together to improve outcomes for young people in your community.

*Mala Thakur, Acting Executive Director, National Youth Employment Coalition*

12:00 pm Luncheon Address

## Using Performance Measures to Meet Youth Performance Outcomes

- Establish and utilize performance measures to develop a tactical plan to improve positive workforce development services
- Identify and implement the elements of effective youth development programs
- Utilize performance indicators consistent with the outcomes and goals of your youth development program

*Jon Desenberg, The Performance Institute*

1:00 pm Track A: Improving Youth Workforce

## Building a Stronger Youth Workforce

- Understand WIA design requirements for youth
- Evaluate what works in your community
- Identify the challenges of connecting youth and their surrounding communities

1:00 pm Track B: Promoting Positive Youth Leadership and Development

## Youth and Community Development

- Ensure successful partnerships in your community that benefit youth development
- Work with youth to determine measures for program success
- Strengthen your community-based programs through evaluating outcomes

*Sally Gavlik, Director of Parks and Recreation, City of Corpus Christi, TX*

2:00 pm Track A: Improving Youth Workforce

## Youth with Disabilities in Workforce

- Learn about leadership programs for youth with disabilities
- Identify existing barriers to personal and professional success and develop plans to deal with those barriers
- Improve interaction with youth with disabilities and the one-stop system

*Rebecca Hare, National Collaborative on Workforce and Disability for Youth*

2:00 pm Track B: Promoting Positive Youth Leadership and Development

## Integrating English Language Learners into Your Community

- Learn how your organization can play a role in integrating non-English speaking youth into your community
- Implement culturally-sensitive and results-oriented outreach programs to target Hispanic youth, the fastest-growing ethnic minority
- Integrate family into youth services and utilize their cultural values to reach out

*Danielle Barranca, Deputy Director for Programs, The Committee for Hispanic Children and Families, Inc.*

3:15 pm

## Break and Refreshments

3:30 pm Track A: Improving Youth Workforce

## Enhancing Alternative Education and Youth Training Programs

- Review best practices for effective youth education and training programs
- Learn ways to evaluate your training programs for results
- Focus on measures and positive outcomes

*Carole Smith, Director, Alternative Education Programs, City of Portland, OR\**

3:30 pm Track B: Promoting Positive Youth Leadership and Development

## Serving Youth Being Emancipated from Foster Care

- Leverage resources to aid emancipating youth
- Work with community partners to ensure a smooth transition into adulthood
- Learn strategies to meet educational, housing and independent life-skills needs

*Maggie Donahue, Director, Government Relations and Youth Policy, City of San Francisco, CA\**

4:30 pm

## Adjourn

**"EVERYONE HAD SOMETHING TO OFFER; IDEAS, RESOURCES, SUPPORT AND ENTHUSIASM!"**

– LUCY SABLAN, WORKFORCE INVESTMENT AGENCY



# AGENDA DAY TWO: JULY 18, 2006

8:00 am

## Continental Breakfast

8:30 am

### Keynote Address: Creating Lasting Partnerships to Promote Positive Youth Development

Engaging the business community is crucial to meet youth performance outcomes. Organizations and agencies must be able to build lasting partnerships to ensure success for youth. Learn how to raise awareness of youth and the importance of their development in order to prepare for the future. Ensure that you and your partners are utilizing the same measures to evaluate programs, an essential piece to the success of your partnership.

*John Meredith, Executive Director, Aspiring Youth After-School Program*

9:30 am

### Marketing: How to Reach Today's Youth

- Learn strategies for effectively reaching out to today's youth
- Understand and utilize the youth demand for speed and response in communication with today's youth
- Strategize ways to connect with youth and methods of evaluations to determine what's working

*Daniel Horgan, Executive Director, Pittsburgh Cares*

10:30 am

## Break

10:45 am Track A: Improving Youth Workforce

### Creating Successful Mentoring Programs

- Strategize ways to reach out to businesses in your community for positive adult participants
- Learn how to create partnerships that are beneficial to everyone involved
- Improve the performance of your mentoring programs through assessments and evaluations

*John Meredith, Executive Director, Aspiring Youth After-School Program\**



10:45 am Track B: Promoting Positive Youth Leadership and Development

### Improving Program Data Collection and Youth Program Evaluation

- Improve outcomes by utilizing tools that measure reliable data
- Identify tools to implement data collection that are useful and comprehensive
- Demonstrate service impact and clear accountability

*Steve Butz, President, Social Solutions, Inc.*

12:00 pm

## Networking Luncheon

1:00 pm Track A: Improving Youth Workforce

### Workforce and Youth with Mental Health and Behavioral Issues

- Promote effective community-based and culturally-competent services for youth who are affected by mental, emotional or behavioral disorders
- Target youth who are more susceptible to substance abuse, unemployment and unplanned pregnancy
- Evaluate the success of your programs using performance-based measures

1:00 pm Track B: Promoting Positive Youth Leadership and Development

### Recruiting and Retaining Out-of-School Youth

- Connect with school officials, guidance counselors and law enforcement who have had contact with out-of-school youth
- Market and "show off" young people who have been successful in your programs
- Create partnerships and coalitions to effectively gather the data to gain perspective on the complete picture of the out-of-school youth

*Grace Zolnosky, Director, Youth Service Division, City of Evanston, WY*

2:00pm Track A: Improving Youth Workforce

### Case Study: Making the Youth Work Experience Meaningful

- Hear how Washington State identified and overcame a problem in their youth workforce programs
- Utilize the lessons learned in your youth workforce programs
- Ensure the success of your programs based on strategic plans and methods of evaluation

*Jeannie Bennett, Director, Workforce Programs, ESD112, Washington State*

2:00 pm Track B: Promoting Positive Youth Leadership and Development

### Case Study: California Friday Night Live

- Hear how the California Friday Night Live Partnership has been successful in promoting positive youth development through working with partners
- Discourage underage drinking, use of methamphetamines and other high-risk behaviors through positive youth development
- Empower youth to make healthy decisions

*Dr. Jim Kooler, Administrator, California Friday Night Live Partnership*

3:15 pm

## Break and Refreshments

3:30 pm

### Putting it all Together: Open Discussion on Best Practices and Lessons Learned

- Ask questions of your peers and of the youth based on learnings from the sessions
- Discuss ways your agency or organization can implement the strategies and techniques
- Contribute and share your ideas and best practices with others

*Moderator: Erin Teague, The Performance Institute*

4:30 pm

## Adjourn

"GREAT EXAMPLES OF HOW A SUCCESSFUL PROGRAM WORKED."

– NAOMI ORTIZ, KIDS AS SELF ADVOCATES

"SESSIONS RELATED TO MY CURRENT BARRIERS/STRUGGLES."

– TONYA LINDSEY, BOYS AND GIRLS CLUB OF S. ALABAMA

## Bring This Program In-House

The Performance Institute can adapt this course to your office, program, agency or organization's specific youth services needs. In-house training provides a customized, cost-efficient vehicle for educating your staff with a hands-on, educational forum that facilitates team-building and project-planning. PI in-house training is designed to meet the specific needs of a client, by developing a strategic plan for your youth program activities to effectively assess program outcomes, evaluation and future funding for your projects. Instead of making the training match with "cookie-cutter" training, our in-house offerings are matched to the specific social services management and planning needs of your organization.

- Youth Workforce Development
- Developing and Using Performance Measures
- Employer Outreach Training
- Demand-Driven Workforce Strategies
- Performance-Based Grants Management



## WORKSHOPS

Join us for these interactive, hands-on workshops designed for you to roll up your sleeves and address important issues and challenges in youth services!

9:00am Workshop A: The Logic Model

### Measuring Youth Service Outcomes Using the Logic Model Approach

In this session, you will establish and utilize performance measures to develop a tactical plan to improve positive youth development services, as well as develop a framework for measuring and reporting the performance of youth development programs. Use "logic modeling" as a tool for establishing clear intermediate and end-outcome goals and measures. Build your organization's capacity for strategic planning and achieving youth performance outcomes.

- Link resources to results
- Implement strategic planning and goal setting
- Manage the youth workforce

*Jon Desenberg, The Performance Institute*

### SOCIAL SERVICES PERFORMANCE MANAGEMENT



9:00am Workshop B: Grants Management

### Effective Grant Application and Evaluation Strategies

Explore all aspects of grant and proposal development. As more funders move towards performance-based grants, more emphasis will be placed on the application and evaluation processes, and agencies and organizations will be under increasing pressure to measure and improve the results of their programs funded by grants.

- Discover best practices for grant writing
- Create grant applications that set your agency or organization apart by linking performance measures to the effectiveness of your grant
- Acquire and utilize strategies to evaluate your grants and report back to the funder

*Gail Vertz, Executive Director, Association of Grant Professionals*

12:00 pm

### Networking Lunch

1:00 pm Workshop C: Marketing and Outreach to Youth

### Marketing and Outreach to Youth

Reaching and informing youth of services and programs available to them is a huge barrier to program success. Identify and learn innovative strategies for reaching out to youth, while collaborating with your peers to share program delivery strategies for successfully marketing to the hardest-to-reach youth populations. Initiate strategies for reaching, recruiting and retaining at-risk and disconnected populations for youth-focused programs in your community.

- Target specific youth populations and program areas
- Share innovative strategies and best practices for marketing to youth
- Implement strategies and best practices in your own community

*Daniel Horgan, Executive Director, Pittsburgh Cares*

\*Denotes invited speaker.



# CONFERENCE LOGISTICS & REGISTRATION

## Venue

The 2006 Youth Services Summit will take place at The Kellogg Conference Center at Gallaudet University in Washington, D.C. Public parking is available. Continental breakfast and catered lunches will be provided for all delegates.

Kellogg Conference Center at Gallaudet University  
800 Florida Ave. NE  
Washington, DC 20002

## Hotel Information

A limited number of rooms have been reserved at a discounted rate of \$139 at the Kellogg Conference Hotel at Gallaudet University. Please contact the hotel directly and use the code PERFORMANCE EVENTS when making reservations at the hotel.

Kellogg Conference Hotel  
800 Florida Ave. NE  
Washington DC 20002  
(202) 651-6000  
<http://www.gukcc.com>

## Exhibiting & Sponsorship Information

To learn more about exhibit and sponsorship opportunities at the 2006 Youth Services Summit contact Minoso Rodgers at 703-894-0481 or email him at [Rodgers@PerformanceWeb.org](mailto:Rodgers@PerformanceWeb.org).

## Tuition & Group Discounts

Tuition rates for attending the 2006 Youth Services Summit are as follows:

### Private Sector:

Conference Only \$1095  
One Workshop \$295  
Two Workshops \$495

### Public/Nonprofit Sector:

Conference Only \$795\*  
One Workshop \$295  
Two Workshops \$495

\*Special for public/nonprofits: \$695 if you register by June 1, 2006

## Group Discounts

The Performance Institute offers reduced tuition to groups of three or more. If you think your colleagues would benefit from attending this year's conference, please contact Zac Auger for group rates at 703-894-0481 or [Auger@PerformanceWeb.org](mailto:Auger@PerformanceWeb.org).



## Can I Register?

1 ONLINE at [www.YouthServicesSummit.org](http://www.YouthServicesSummit.org)

2 VIA FAX to 703-894-0482

3 VIA PHONE to 703-894-0481

4 VIA MAIL to 1515 N. Courthouse Road, Suite 600  
Arlington, VA 22201

- ☐ Yes! Register me for the Conference only
- ☐ Yes! Register me for the Conference and workshop(s): *please circle* **A B C**
- ☐ Yes! Sign me up for free e-mail updates on PI research on social policy issues. My e-mail address is below.
- ☐ Please contact me. I am interested in a special Group Discount for my team.

## Delegate Information

NAME

TITLE

OFFICE

ORGANIZATION

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

EMAIL

## Payment Information

- ☐ Training Form
- ☐ Purchase Order
- ☐ Check (Accepted by mail only)
- ☐ Credit Card

CREDIT CARD NUMBER

EXPIRATION DATE

NAME ON CARD

FOCUS ON THE OUTCOMES  
OF YOUR ORGANIZATION  
OR AGENCY TO IMPROVE  
SERVICE AND RESULTS

## CANCELLATIONS AND QUALITY ASSURANCE

The Performance Institute strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to: Chris DeMaio, Chief Operating Officer, The Performance Institute, 1515 N. Courthouse Road, Suite 600, Arlington, VA 22201 (phone 703-894-0481). We will evaluate individual complaints in a context of collective comments from the event. Note: A \$150 service fee will be charged on cancellations received less than three weeks from the date of the event. A credit memo will also be sent reflective of that amount, which can be used for a future Performance Institute conference. As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

Priority Code: S199-ZA